



FAIRFAX COUNTY

DEPARTMENT OF PURCHASING & SUPPLY MANAGEMENT
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VIRGINIA

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SEP 10 2002

AMENDMENT NO. 4

SUBJECT: Marketing Services for the Northern Virginia Workforce Investment Board (NVWIB)

CONTRACTOR

LeapFrog Solutions, Inc.
11130 Main Street, #303
Fairfax, VA 222030

VENDOR CODE

B54-1986163-01

CONTRACT NO.

RQ 02-559250-21A

By mutual agreement, Contract RQ02-559250-21A is amended to include advertising services for the NVWIB-NEG Media Advertising Campaign which shall include newsprint, and radio advertising, in accordance with the Contractor's attached proposal dated August 28, 2002 at a cost of \$75,250.00.

The increase in the contract amount shall not exceed \$75,250.00.

All other prices, discounts, terms and conditions shall remain the same.


Armand E. Malo, CPPO
Director/County Purchasing Agent

Attachment: A/S

DISTRIBUTION:

Contract Administrator:

L. P. McKenney

Contractor:

LeapFrog Solutions, Inc.

DAHS/Contracts:

Stephanie Clements



Make your message matter."

PROPOSED AMENDMENT TO PURCHASE ORDER #P002585011

August 28, 2002

PROJECT: NYWIB—NEG Media Advertising Campaign**DELIVERABLE:** Purchase new round of advertising in newspaper and add radio advertising. Newspaper advertising includes ads in existing publications as well as adding the Washington Post. Radio advertising includes local radio stations covering a multicultural audience.**COST ESTIMATE**

Project Management	\$5,000.00
- negotiating and working with radio stations and newspaper	
Ad re-design/re-sizing	\$ 8,250.00
- total number of 50 ads	
Radio Commercial Development	\$5,000.00
- script writing, 2 union talent, recording, post-production, music	
Advertising Campaign—Radio and Newspaper Buys	\$53,000–59,000.00
- (grid of buys are attached)	
Total Estimate	\$69,250-73,250.00

Actual overnight charges, transparency scans, additional AAs (Authors Alterations) and proofs, stock photos, etc. incurred as a result of client changes/requests, as well as sales tax by vendors, will be added as line items to the cost of the project.

NYWIB

Date

LEAPFROG SOLUTIONS, INC.

Date